

Case Study: Hank May's Discount Tire & Auto

Auto center receives approximately **30 visits** within **first 2 weeks** of sending out a Money Mailer ad.

Situation:

The owner of Hank May's, a Connecticut-based discount tire and auto center, wanted to grow the business after receiving it from her father. She was interested in trying Money Mailer, but was skeptical of the effectiveness of direct mail.

Strategy:

The client decided to advertise in 10 zones (100,000 homes) and made sure to have a tracking system in place that would monitor the revenue generated. The ad offered a wide variety of offers and attempted to connect with the community on the backside.

Results:

After just 2 weeks, approximately 30 customers redeemed the offer, with the majority of them being new to the business. The ad brought in \$10,000 in revenue and the client estimates that by the end of the campaign, it will have generated about \$20,000.

Front of ad:



Back of ad:

